

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 903447
Sacramento, CA 94203-4479

STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
Telephone: (916) 323-5079

WEB SITE ADDRESS:
<http://ag.ca.gov/charities/>

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 20 04 (California Government Code Section 12599)

Failure to file annual financial report by January 30th annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12586.1

An annual financial report must be filed for each event
for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fundraiser:

109

Name and Address of Charitable Organization:

The Heritage Company, Inc.

GT No. 42293

F.E.I.N. No.

Name of commercial fundraiser

Mothers Against Drunk Driving (Residential)

2402 Wildwood Avenue

Name of charity

Address of commercial fundraiser

511 E. John Carpenter Freeway, Suite 700

Sherwood

AR

72120

Address of charity

Irving

TX

75062

City, State, and ZIP Code

City, State, and ZIP code of charity

Figures from (check one): National Campaign ☐ California Campaign ☒

Telemarketing

held (on) (from) 7/1, 20 04, to 12/31, 20 04

(Type of activity)

(Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenues? Fee ☒ Percentage ☐ Other ☐

If other, provide brief explanation _____

1. REVENUE

A. Cash contributions

\$197,793.99

A.

B. Entertainment sales or admission charges

B.

C. Sales from products

C.

D. Advertisement sales

D.

E. Membership fees

E.

F. Other sources: (Specify)

a. _____
b. _____
c. _____
d. _____

Fa.

Fb.

Fc.

Fd.

G. TOTAL REVENUE

\$197,793.99

G.

2. EXPENSES

A. Fees or commissions

A.

B. Salaries

B.

C. Payroll taxes

C.

D. Employee benefits

D.

E. Cost of merchandise for resale

E.

F. Cost of entertainment

F.

G. Postage

G.

H. Advertising

H.

I. Telephone

I.

J. Rental of equipment

J.

K. Facilities charge

K.

L. Permits

L.

M. Other expenses: (Specify)

a. _____
b. _____
c. _____
d. _____

Ma.

Mb.

Mc.

Md.

N. TOTAL EXPENSES

\$108,961.99

N.

RECEIVED
MAY 02 2005
Attorney General's
Registry of Charitable Trusts

RECEIVED
MAR 14 2005
Attorney General's
Registry of Charitable Trusts

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(California Government Code Section 12599)

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3. Amount to charity (subtract line 2N from line 1G) \$88,832.00 3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) \$0.00 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) \$0.00 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$88,832.00 6. ✓

7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?

☐ Yes ☒ No If "yes" complete the following:

Name of officer, director, partner or owner of commercial fundraiser	Name and address of charitable organization	Relationship of officer, etc. to charitable organization
See attached list of officers and directors		

- (b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (commercial fundraiser)

Glenda Keenihan Secretary/Treasurer 1/31/05
Printed name Title Date

This report must be signed by two officers or directors of the charitable organization for verification.

Signature of authorized officer/director (charity)

Michelle Smallwood CFD 2-24-05
Printed name Title Date

Signature of authorized officer/director (charity)

Kyle Ward Asst. Secretary 2/24/05
Printed name Title Date

CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY

(Name of Professional Solicitor)

(Registration Number)

MOTHERS AGAINST DRUNK DRIVING - CALIFORNIA (Residential)

(Name of Charitable Organization or Sponsor)

For the period beginning 07/01/04 through 12/31/04

GROSS REVENUE	197,793.99		
EXPENSES			
SALARIES, WAGES, COMMISSIONS	47,546.94		
PROMOTIONAL FEES	6,405.51		
POSTAGE	2,579.40		
TELEPHONE	35,294.79		
RENT	13,584.84		
SUPPLIES	1,461.66		
LICENSES, PERMITS	2,407.44		
ADVERTISING	3,009.30		
ACCOUNTING/DATA PROCESSING	16,938.06		
LIST PREPARATION	1,332.69		
OTHER:			
TOTAL EXPENSES	130,560.63	66.01%	
Net Proceeds	67,233.36	33.99%	
Amount Retained by Charitable Organization or Sponsor	88,832.00	44.91%	
Percentage of Funds Received by Charitable Organization or Sponsor	44.91%		
(Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)			
Net Income/Loss (-) to THC	-21,598.64	-10.92%	
(pending ongoing collections & reconciliations)			

1/19/2005